



WKMG

# ORDER

Print Date 08/03/12 Page 1 of 3

Flight Dates 08/06/12-08/14/12

Contract / Revision 255725 /

Original Date / Revision  
08/02/12 08/02/12

Advertiser POL/Mica for Congress/Rep

New till 10/09/11

Agency Sandler and Innocenzi

Buying Contact

705 Prince Street  
Alexandria, VA 22314

Product  
MICA FOR CONGRESS

Agency Com 15%

Billing Contact

705 Prince Street  
Alexandria, VA 22314

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 06261339

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-State-Republican

Priority P-2

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 36400

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	59	\$30,940.00	\$36,400.00	0.00
<b>Totals</b>	<b>59</b>	<b>\$30,940.00</b>	<b>\$36,400.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/14/12	59	\$30,940.00	\$36,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	08/06/12	08/10/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--					5	\$300.00		0.00			
E 2	WKMG	08/06/12	08/10/12	4-430p Extra Extra	CM	4-430p	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--					5	\$350.00		0.00			
E 3	WKMG	08/06/12	08/10/12	430-5p Inside Edition Inside Edition	CM	430-5P	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--					5	\$450.00		0.00			
E 4	WKMG	08/11/12	08/11/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 08/03/12

Page 2 of 3

Contract / Revision

255725

Flight Dates 08/06/12-08/14/12

Hiatus Dates

Original Date / Revision 08/02/12/ 08/02/12

Order Sep 00:15:00

Advertiser POL/Mica for Congress/Rej Product MICA FOR CONGRESS

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	08/11/12	08/11/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----1-	1		\$125.00		0.00						
E 5	WKMG	08/11/12	08/11/12	7-9a CBS This Morn SatCM 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
Week:		08/06/12	08/12/12	-----1-	1		\$275.00		0.00						
E 6	WKMG	08/11/12	08/11/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
Week:		08/06/12	08/12/12	-----1-	1		\$350.00		0.00						
E 7	WKMG	08/12/12	08/12/12	CBS Evening News CBS Eve News	CM	630-7p	-----1	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
Week:		08/06/12	08/12/12	-----1	1		\$450.00		0.00						
E 8	WKMG	08/06/12	08/12/12	M-SU 11p News M-SU 11p News	CM	11-1135p	MTWTFSS	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
Week:		08/06/12	08/12/12	MTWTFSS	5		\$1,200.00		0.00						
E 9	WKMG	08/06/12	08/10/12	Morn News at 530a Morn News at 530a	CM	530-6a	MTWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
Week:		08/06/12	08/12/12	MTWTF--	4		\$350.00		0.00						
E 10	WKMG	08/13/12	08/14/12	Morn News at 530a Morn News at 530a	CM	530-6a	MT-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
Week:		08/13/12	08/19/12	MT-----	1		\$400.00		0.00						
E 11	WKMG	08/06/12	08/10/12	Morn News at 6a Morn News at 6a	CM	6-7a	MTWTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
Week:		08/06/12	08/12/12	MTWTF--	3		\$400.00		0.00						
E 12	WKMG	08/06/12	08/10/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	10	\$600.00	P-2	0.00	NM	10	\$6,000.00
Week:		08/06/12	08/12/12	MTWTF--	10		\$600.00		0.00						
E 13	WKMG	08/13/12	08/14/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MT-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
Week:		08/13/12	08/19/12	MT-----	1		\$650.00		0.00						
E 14	WKMG	08/13/12	08/14/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
Week:		08/13/12	08/19/12	MT-----	1		\$1,200.00		0.00						
E 15	WKMG	08/06/12	08/10/12	Local 6 News 12-1230p CM Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
Week:		08/06/12	08/12/12	MTWTF--	5		\$600.00		0.00						
E 16	WKMG	08/13/12	08/14/12	Local 6 News 12-1230p CM Local 6 News 12-1230p	CM	12-1230p	MT-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
Week:		08/13/12	08/19/12	MT-----	1		\$650.00		0.00						



WKMG

Print Date: 08/03/12

Page 3 of 3

Contract / Revision

255725

Flight Dates 08/06/12-08/14/12

Hiatus Dates

Original Date / Revision 08/02/12/ 08/02/12

Order Sep 00:15:00

Advertiser POL/Mica for Congress/Rep Product MICA FOR CONGRESS

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 16	WKMG	08/13/12	08/14/12	Local 6 News 12-1230p CM Local 6 News 12-1230p		12-1230p	MT-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----					1	\$650.00		0.00			
E 17	WKMG	08/12/12	08/12/12	Sun Prime 7-8p CM Sun 7-8p		7-8p	-----1	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----1					1	\$2,750.00		0.00			
E 18	WKMG	08/12/12	08/12/12	CBS Sunday Morning CM CBS Sunday Morning		9-1030a	-----2	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----2					2	\$1,400.00		0.00			
E 19	WKMG	08/12/12	08/12/12	Face The Nation CM Face The Nation 1-hr		1030-1130a	-----1	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----1					1	\$1,000.00		0.00			
E 20	WKMG	08/06/12	08/10/12	News at 6p CM News at 6p		6-630p	MTWTF--	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	MTWTF--					2	\$900.00		0.00			
E 21	WKMG	08/13/12	08/14/12	Morn News at 5a CM Morn News at 5a		5-530a	MT-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----					1	\$350.00		0.00			
E 22	WKMG	08/13/12	08/14/12	4-430p Extra CM Extra		4-430p	MT-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----					1	\$250.00		0.00			
E 23	WKMG	08/13/12	08/14/12	430-5p Inside Edition CM Inside Edition		430-5P	MT-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----					1	\$250.00		0.00			
Totals														59	\$36,400.00